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Technology and Management Directions for Smartphones and Tablets

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Gartner's Highlighted Market Transitions

“We have moved from the age of computing necessity to the age of computing convenience.”

“Smartphones and tablets have reached the ergonomic equivalent of the beige PC.”

“This is the fashion business, not the PC business.”

“Mobility is fueling a war between the Wintel market and the browser-ARM(ed) market”

“In 2011, the initial stages of the mobile payments era will begin albeit a long process to replace currency.”

2011 Top 10 CIO Technologies: USA

CIO Technology Priorities

Please indicate your top three priorities for 2011

Cloud Computing	1
Virtualization	2
Mobile technologies	3
Networking, voice and data communications	4
IT management	5
Enterprise applications	6
Business Intelligence (BI)	7
Collaboration technologies	8
Infrastructure	9
Security	10

Key Issues

1. How will the technology of handheld devices evolve and mature during the next five years?
2. How will consumer – enterprise device security and management evolve over the next five years?

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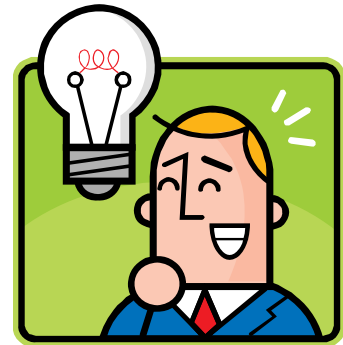
Notable 2011 Smartphone Advances

Technology

- Gestures
- Android Encryption
- Facebook Key
- Identity Management
- Face Recognition
- Embedded Citrix
- Single/Dual/Quad Processor To 2.5GHz
- Zigbee Inclusion

Example Vendor

- TI OMAP
- Samsung
- HTC
- Aruba Networks
- Viewdl
- Motorola
- Qualcomm
- TI OMAP



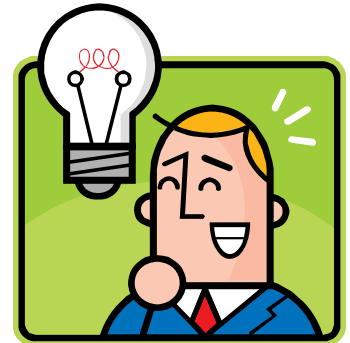
Notable 2011 Smartphone Advances (cont.)

Technology

- Quad Core GPU?
- Full 1080p Displays With Stereoscopic 3D
- Dual Displays

Example Vendor

- Qualcomm
- Qualcomm
- Kyocera (Echo)



Mobile Form Factors Have Stabilized

Closed Face

Clamshells

Convertibles



Open Face

Slates

- Full touch
- Half touch

Sliders



Hybrids

e.g.
Wearables



Small

(2 – 5")

Medium

(5 – 12")

Large

(12+")

Anatomy of a Great Tablet



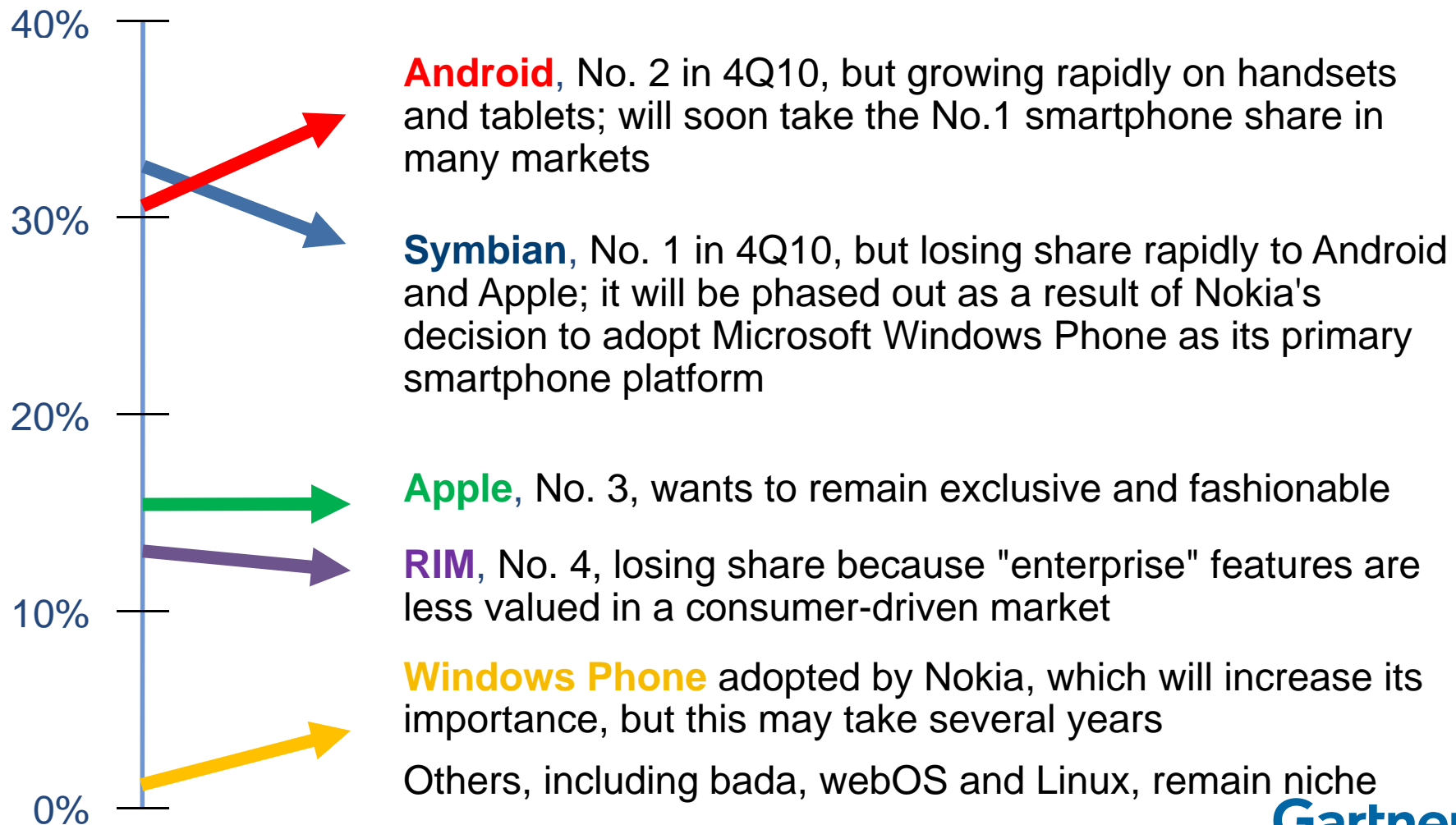
Motorola Xoom – Best of CES

The Rise of Hybrid Mobile Products



Smartphone Platform Trends

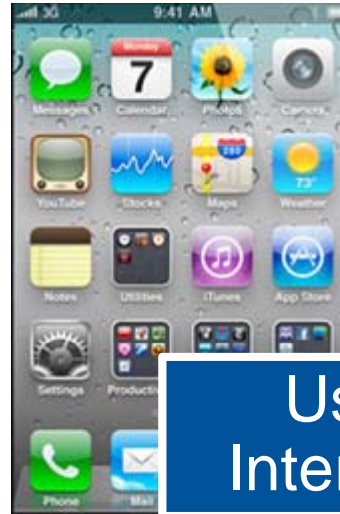
Smartphone Platform Market
Share Trends, 4Q10



Is the iPhone Beatable?



Hardware



User Interface

Applications



Application Ads



Marketing



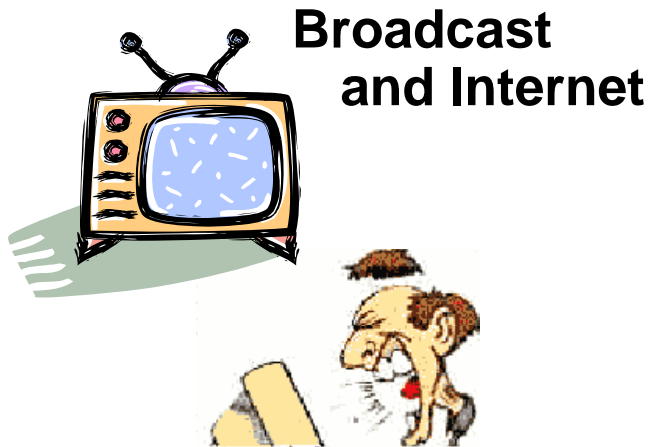
iPhone Apps
from the TV Ads

Snap pictures of books or CDs and instantly read reviews; flick through available apartments in your 'hood; turn your iPhone into a mobile credit card terminal; and much more. Part fun. Part function. Here are the extraordinary apps featured in the TV ads — available for your iPhone and iPod touch. Have fun with apps that entertain, assist, educate, and simply delight.

Software and Web Services Are The New Battlegrounds



Mobile Devices Technologies Become The Foundation for Context/Collaboration



Unified Communications



Search Anything

Machine to Machine

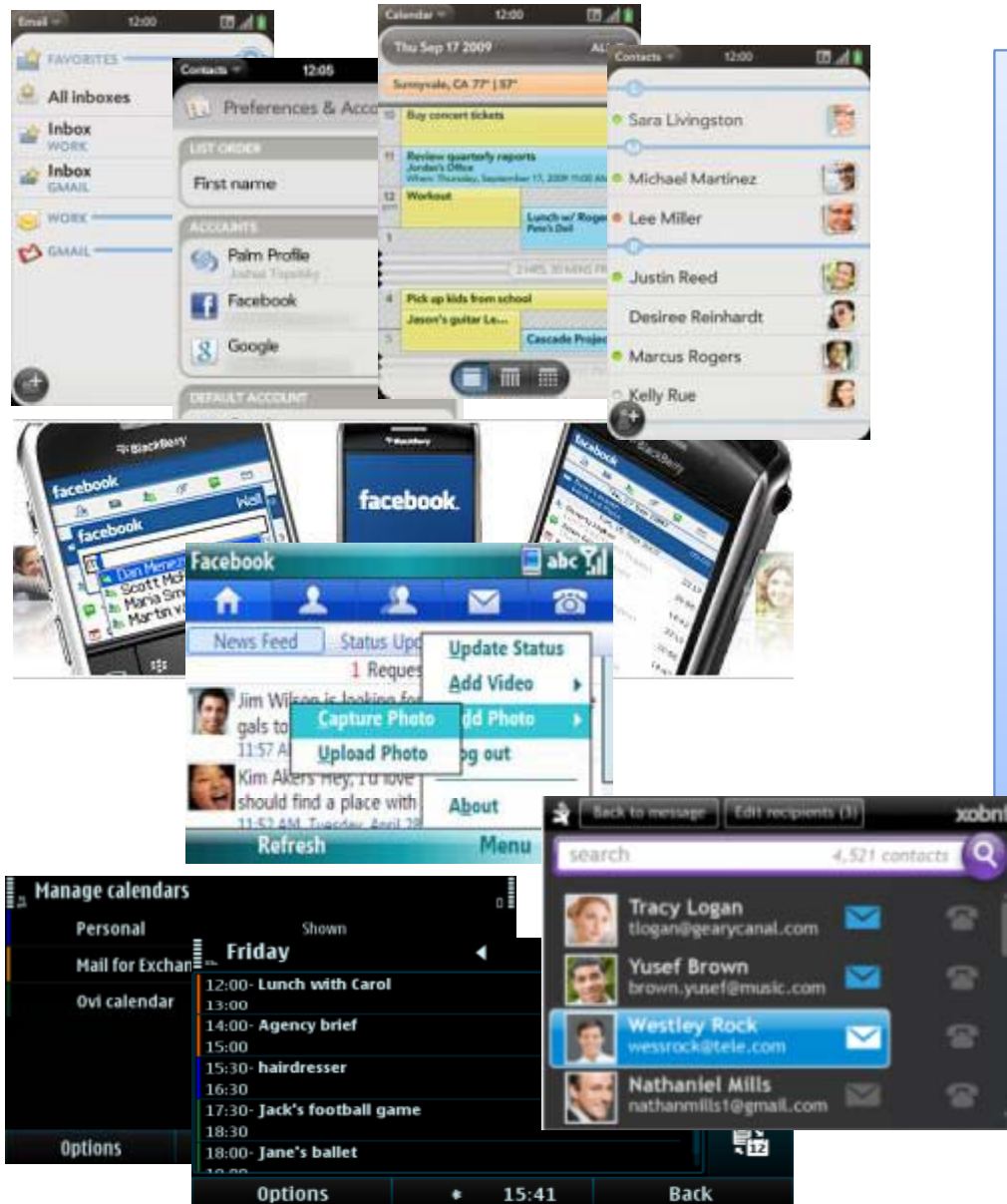


Location and other sensors



Presence — Consumer and Enterprise

Mobile Collaboration Client — Integrating Multiple Communications Styles



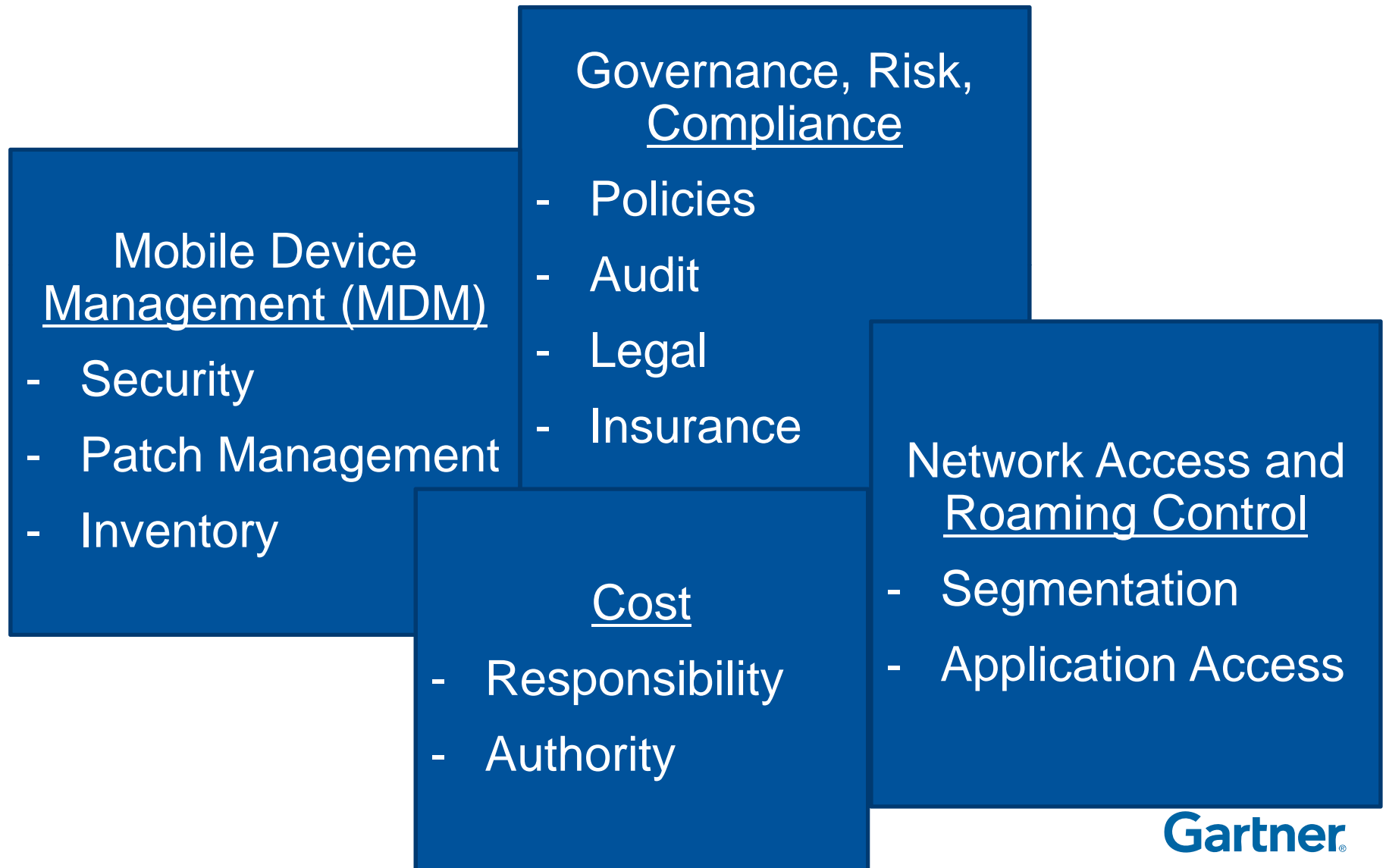
Toward a unified mobile client:

- Multiple capabilities — e.g., IM, presence, social networking
- Multiple data sources — e.g., e-mail accounts, calendars, blogs
- Single view, multiple layers
- Real-time updates from servers or cloud services
- Plugs in to e-mail client (e.g., Xobni, Outlook Social Connector)

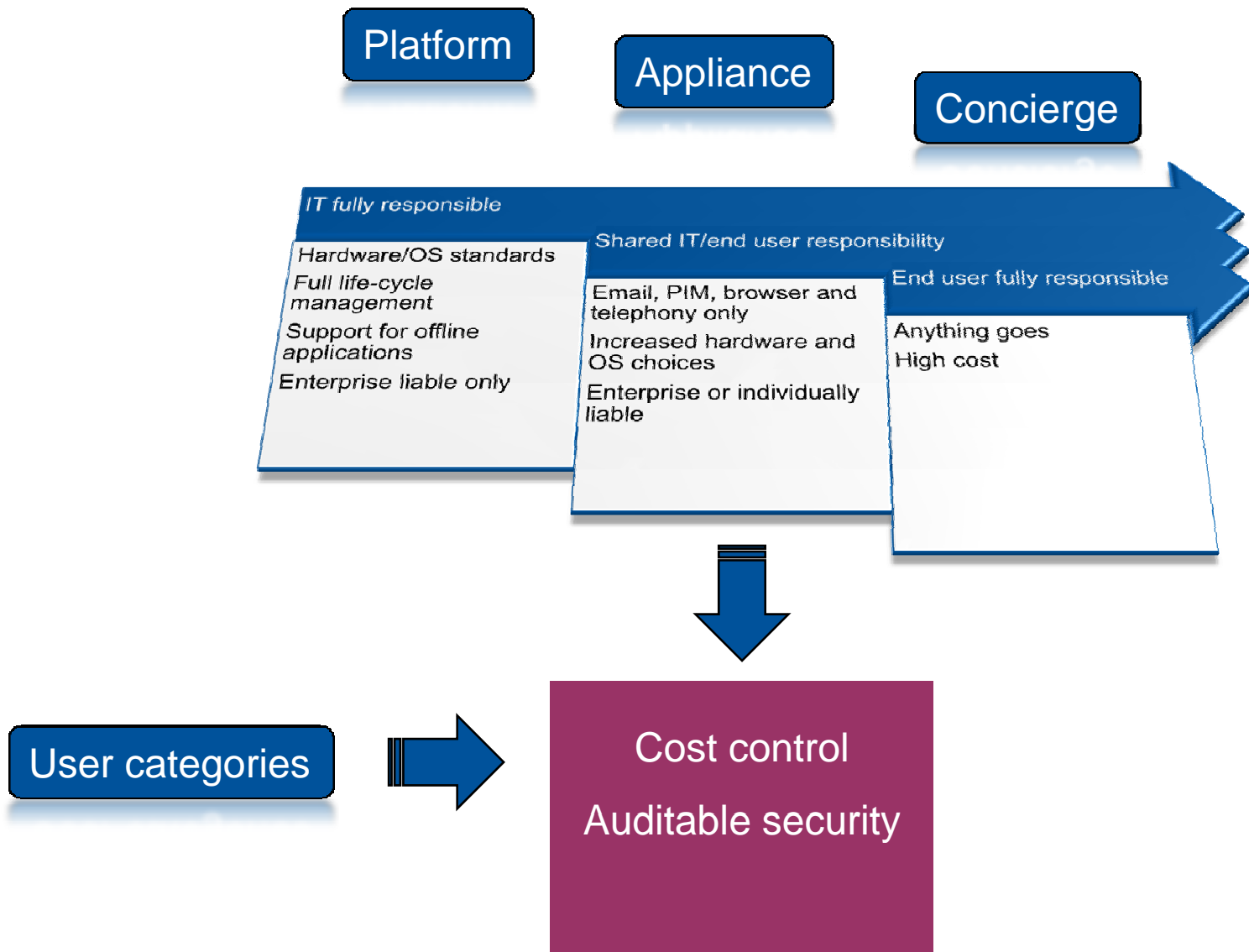
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Cornerstones of Mobile Management



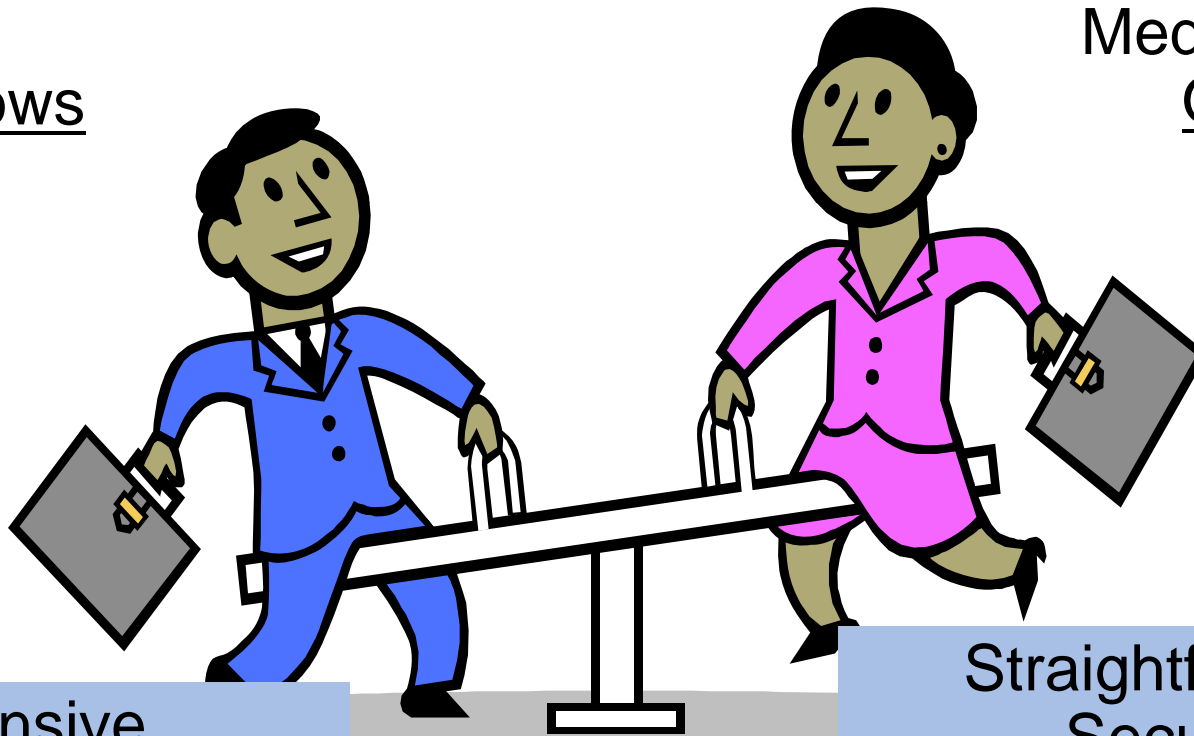
Managed Diversity- A Mobile Best Practice



Key Management and Security Trade-offs Wintel vs ARM-OSes

Windows

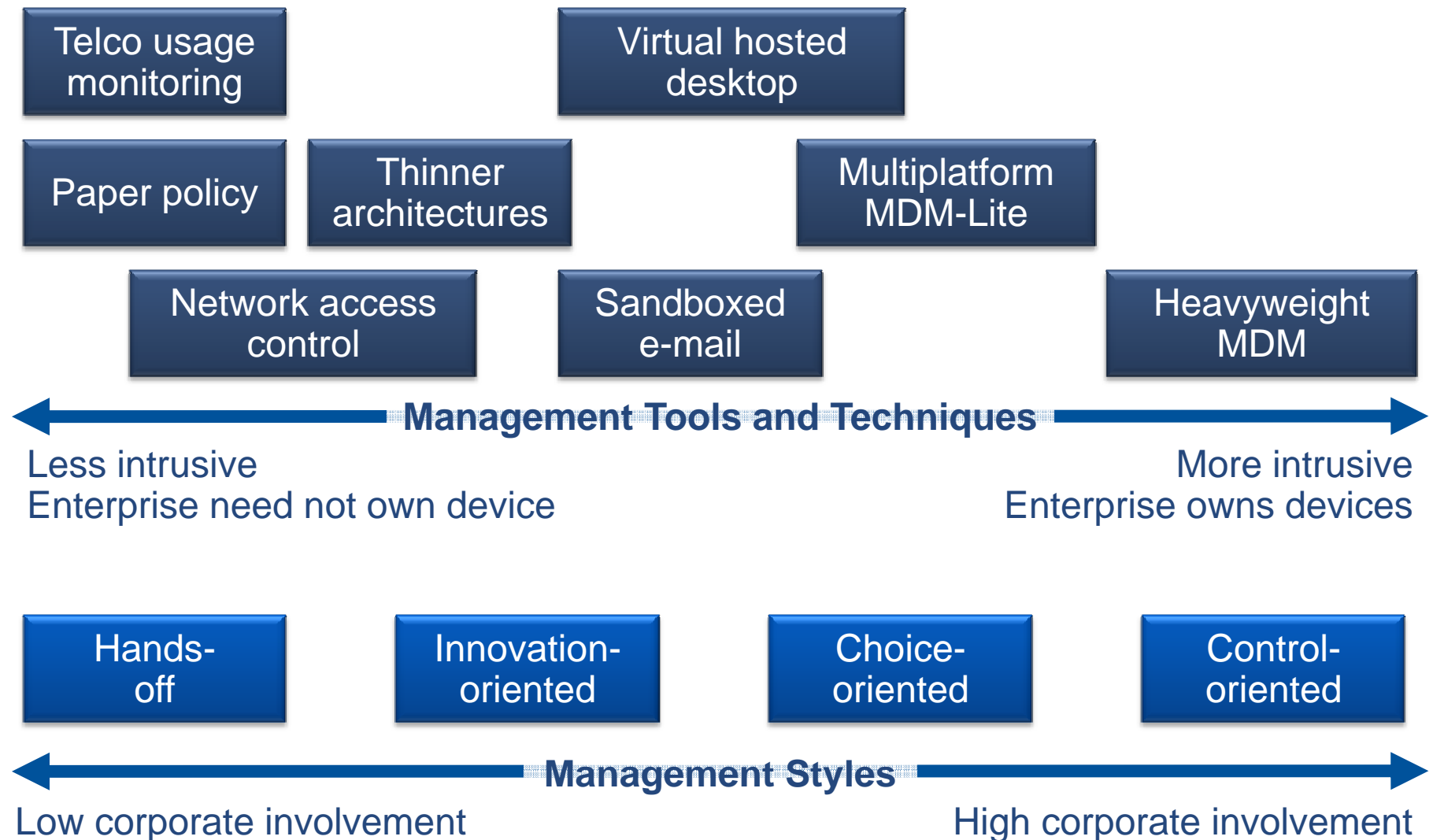
Smartphone/
Media Tablet
OSes



Extensive
Management
Complex Security

Straightforward
Security
Complex Management

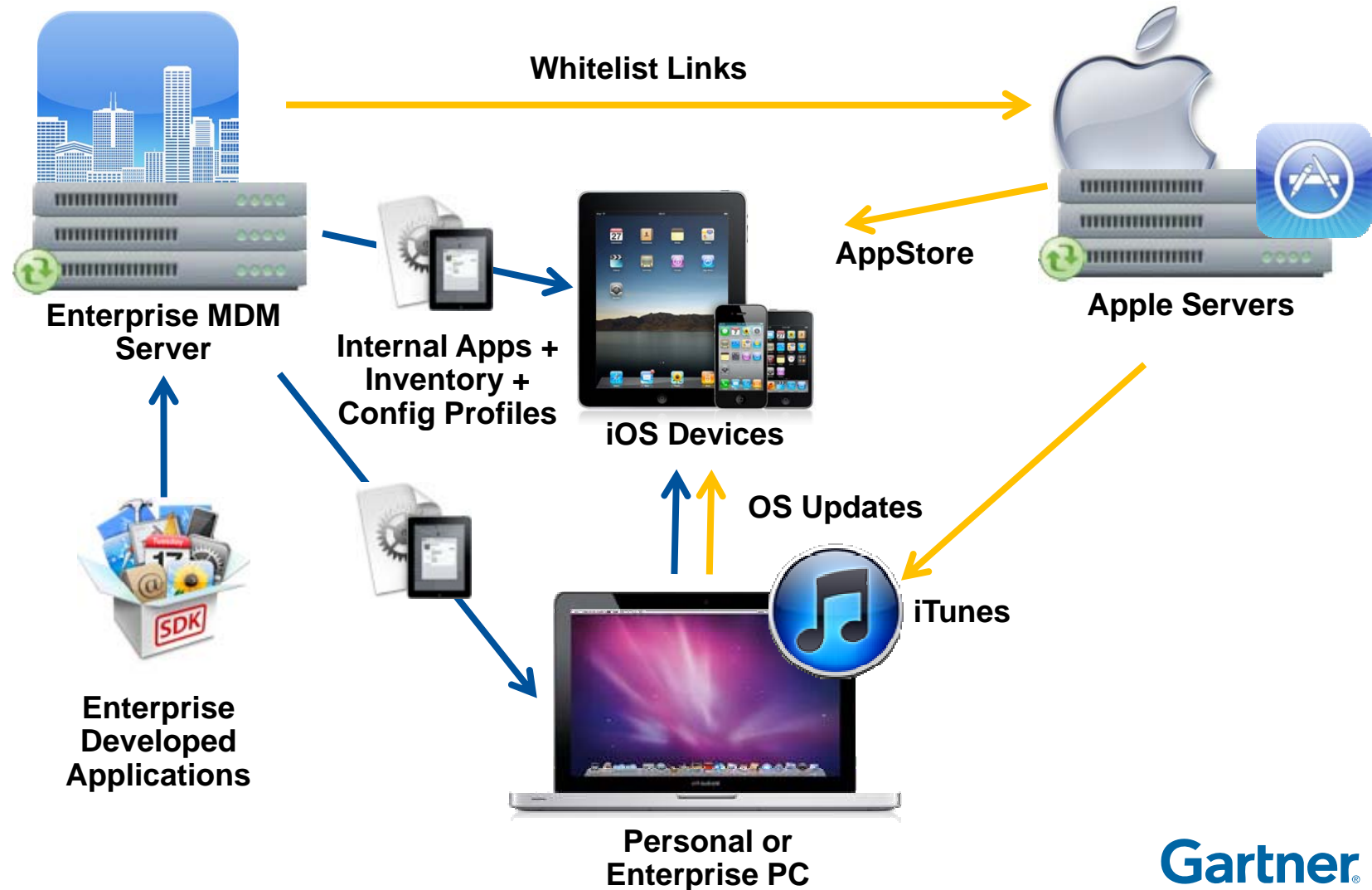
Providing, Managing and Securing Devices



iOS 4 MDM Module Functions

Enterprise Apps

App Store Apps



Mobile Device Management Choices



Proprietary
Device
Policy +
Inventory
Management



Multi-Device
Policy +
Inventory
Management

Multi-Device
Policy +
Inventory +
Operational
Management



























Multi-Device
Enterprise
Containers

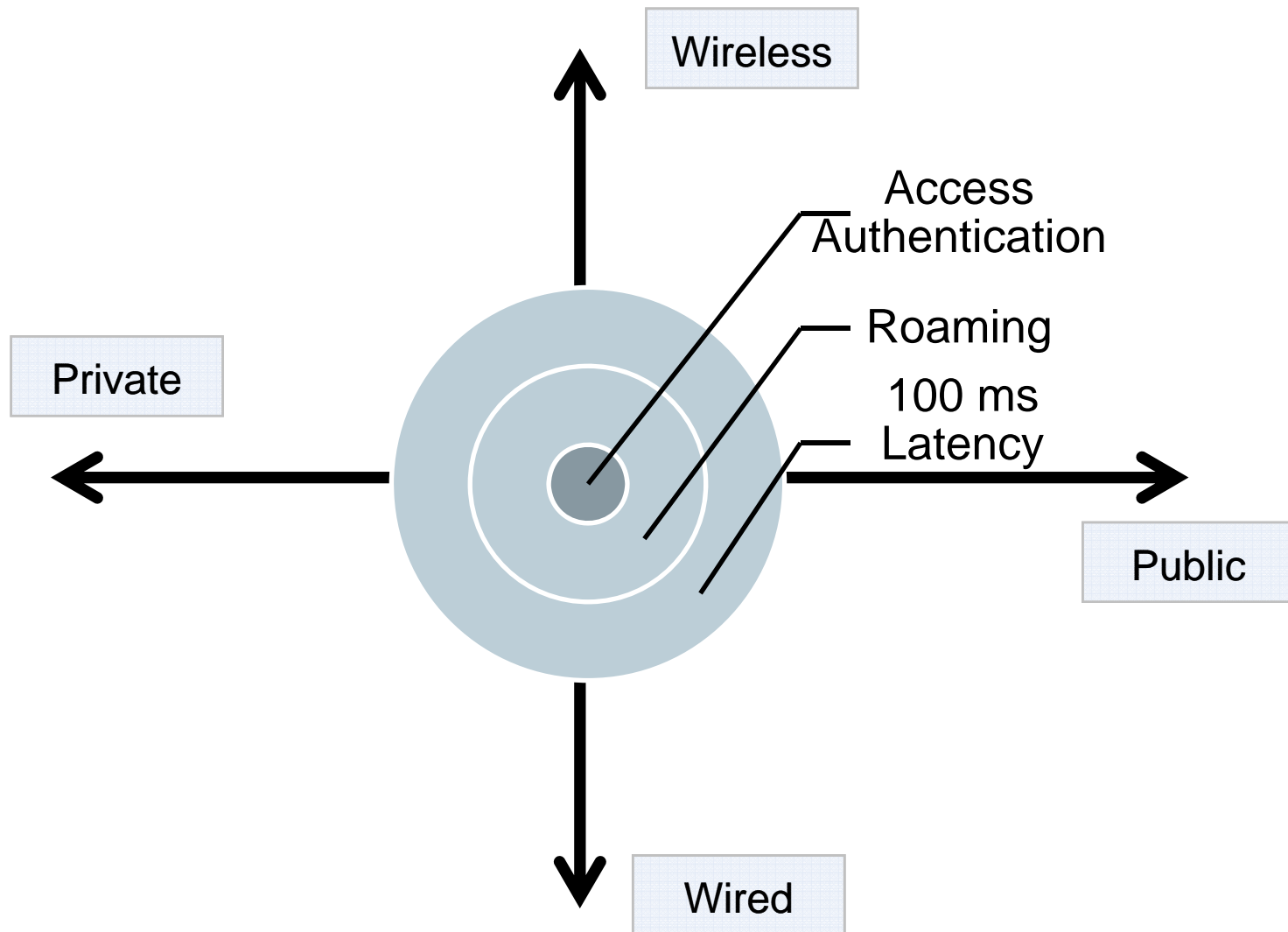
(various
functions)

Multi-Device
Unified
Applications,
Security and
Management

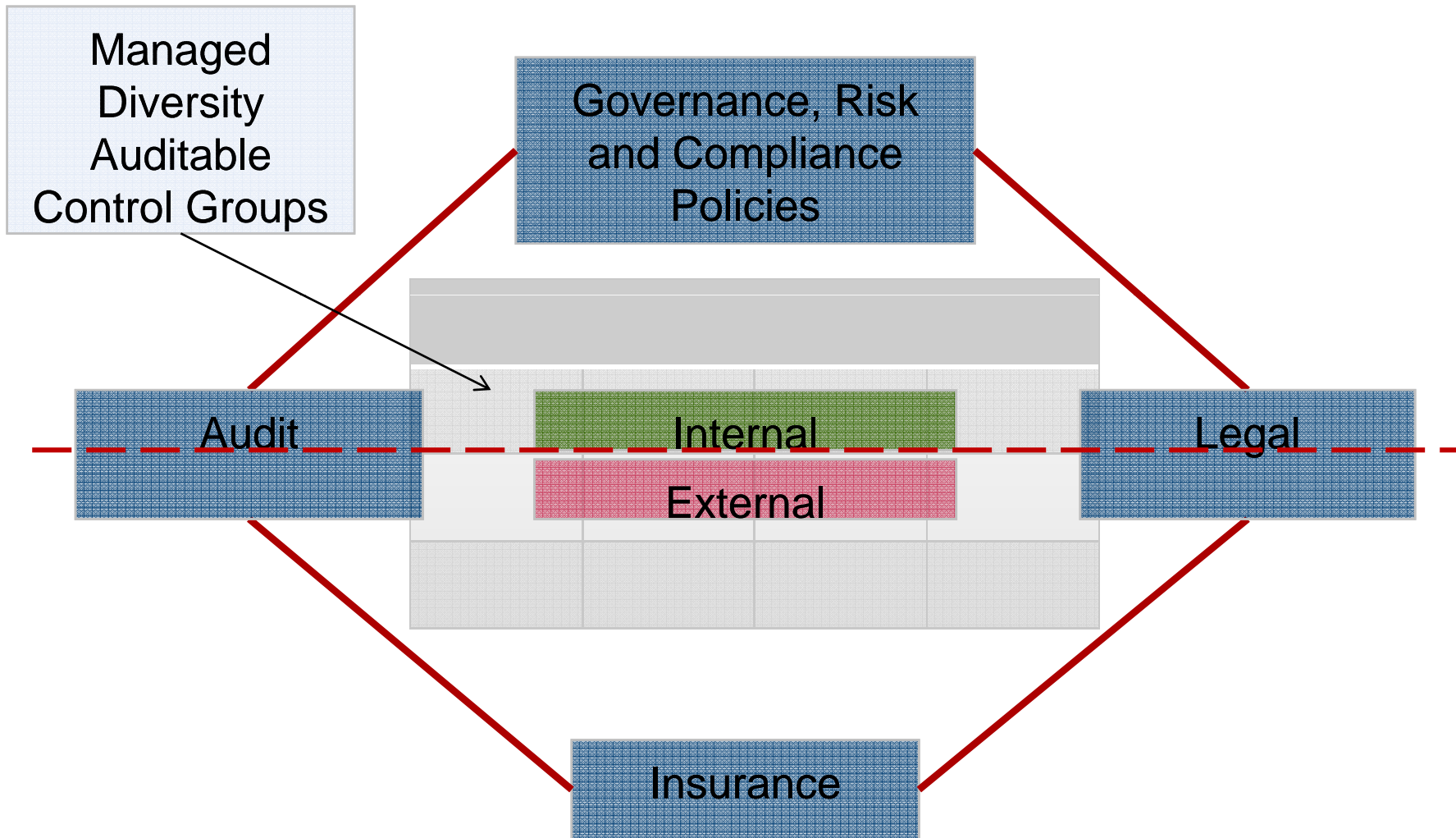
Media Tablet/Smartphone Management/Security Capabilities

	High-Level Certifications, FIPS, CC, etc.	Application Controls	Vendors' Enterprise Management	Result With Third-Party Management
 ios		Total access control  Apple black-listing		
 android				
 OS 6, QNX YE11		Core APIs  Custom white-listing		
MeeGo™				
 WebOS				

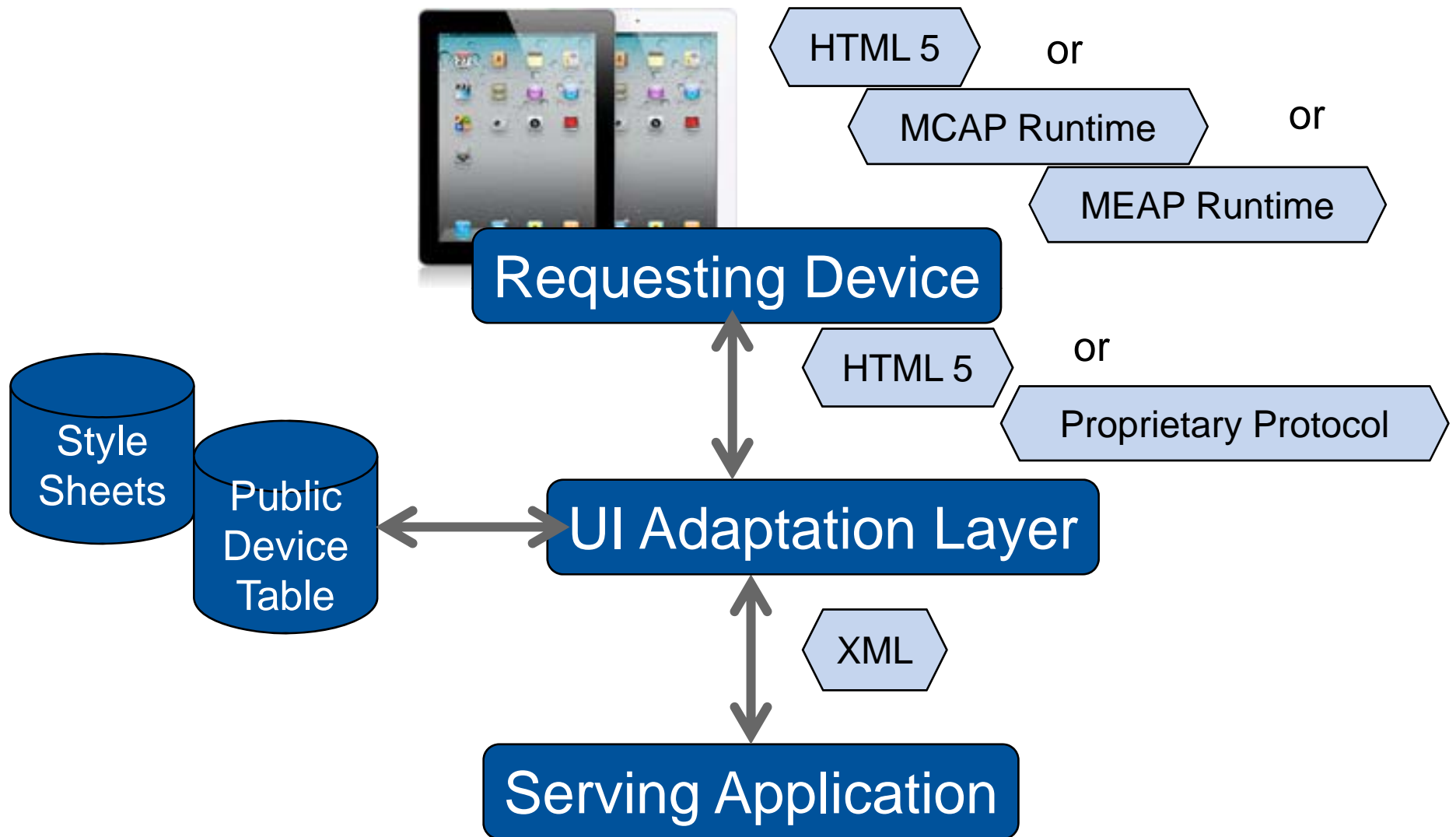
Network Access and Roaming Control



Governance, Risk and Compliance



The Impact on Application Architectures



Related Gartner Research

- ➔ **"Apple Delivers Major Upgrade to Enterprise Capabilities in iOS 4"**
Ken Dulaney, Robin Simpson (G00201699)
- ➔ **"Cisco's Cius Is Targeted at Moving Users Beyond Voice to Video and Collaboration"**
Ken Dulaney, Steve Blood (G00205335)
- ➔ **"Apple's iPad Is More iPhone Than Tablet PC"**
Carolina Milanese, Van Baker, Mike McGuire, Charles Smulders (G00174223)
- ➔ **"MarketScope for the 'Ruggedized' Handheld-Computer Market (Global)"**
Ken Dulaney, Tim Zimmerman, William Clark (G00172401)

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Data Center Conference

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